

OPENING: *New store has room to expand to Super Target if sales strong*

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graduate of Texas Tech. embraced the opportunity he was given to return to the Hub City to run Target's newest entrant in the market.

"We're not a Super Target, but we do have the same amount of freezer and cooler space that you would find in one. The only thing this store lacks is fresh produce and meats," he said.

The good news for area shoppers is Target hasn't written off Lubbock as far as a

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Charles Hodges

President, Hodges & Associates

Super Target goes.

Rodriguez said the Minneapolis, Minn.-based corporation purposely acquired ad-

ditional land east of the site for an expansion to a Super Target concept once the store hits certain sales numbers.

"If the volume is there, they will expand," Rodriguez said.

Target's store layout is vastly different from its University Avenue store. The new store has a huge electronics and toy department to the rear of the building, along with fitting rooms and seasonable items.

Months leading up to the opening, Target made use of nearby Westwind Elemen-

tary School in the Frenship Independent School District, where it not only hired its new staff, but conducted its employee orientations.

"One of the things we did (during training) was operate this store each as if it was live," Rodriguez said, including making use of workers as customers.

He said the store also brought in experienced help from its Lubbock and Abilene locations to assist in the opening.

Target plans to open 60 locations this month alone.

"And as a corporation, we want to be at 2,000 by 2010," Rodriguez said.

Charles Hodges, president of Hodges & Associates, who is co-developing 155-acre Canyon West campus, said Target delivered on its opening date.

"This is a hallmark retailer who is not only leading our tenant lineup, but is the first to lead the parade. When it comes to execution and get-

ting a store open on time, they get the job done," he said.

Hodges said Target's location and that of Canyon West will serve North and Southwest Lubbock along a major thoroughfare that will grow during the next 20 years.

"They (Target) see the future and are a pivotal part of the Milwaukee Avenue corridor," he said.

To comment on this story:

chris.vanwagenen@lubbockonline.com ▼ 766-8744

karen.brehm@lubbockonline.com ▼ 766-8706